



Station WAVY-TV NORFOLK, VA.  
Advertiser (    ), RIGELL FOR CONGRESS  
Product SCOTT RIGELL  
Estimate# 2724  
Buyer Ben Angle  
Phone#  
Fax#

Agency (    ) AMERICAN MEDIA & ADVOCACY GROUP  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 128/216/2724  
Flight Dates 08/14/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT          | Ln | Day | Time      | Program         | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|-----------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|             | 11 | TU  | 5P-530P   | WAVY NEWS10-5   | :30 | \$900.00   | 08/14-08/14 | 1          | 1          | 1           | \$900.00   |         |
| Rating: 4.4 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 14 | F   | 5P-530P   | WAVY NEWS10-5   | :30 | \$900.00   | 08/17-08/17 | 1          | 1          | 1           | \$900.00   |         |
| Rating: 4.4 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 16 | TU  | 6P-630P   | NBC NITELY NWS  | :30 | \$1,500.00 | 08/14-08/14 | 1          | 1          | 1           | \$1,500.00 |         |
| Rating: 6.9 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 19 | SA  | 7P-8P     | ENT TONITE60 W  | :30 | \$200.00   | 08/18-08/18 | 1          | 1          | 1           | \$200.00   |         |
| Rating: 2.0 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 20 | SU  | 7P-9P     | DATeline        | :30 | \$900.00   | 08/19-08/19 | 1          | 1          | 1           | \$900.00   |         |
| Rating: 5.6 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 21 | TU  | 11P-1135P | WAVY NEWS10-11< | :30 | \$1,200.00 | 08/14-08/14 | 1          | 1          | 1           | \$1,200.00 |         |
| Rating: 5.0 |    |     |           |                 |     |            |             |            |            |             |            |         |
|             | 22 | M   | 11P-1135P | WAVY NEWS10-11< | :30 | \$1,200.00 | 08/20-08/20 | 1          | 1          | 1           | \$1,200.00 |         |
| Rating: 5.0 |    |     |           |                 |     |            |             |            |            |             |            |         |

---REPORT TOTALS---  
Report Totals: 15 / \$8,875.00

---SALES MONTHLY TOTALS---

Aug 12: 15 / \$8,875.00  
Sales Totals: 15 / \$8,875.00  
Station Totals: 15 / \$8,875.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

|               |          |         |          |          |         |          |
|---------------|----------|---------|----------|----------|---------|----------|
| Market Totals | \$21,646 | CATV 0% | WAVY 41% | WGNT 1%  | WPXV 0% | WTKR 21% |
|               |          | WTVZ 2% | WVBT 11% | WVEC 24% |         |          |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE